zorie™

invitation and design studio

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welcome to zorie™ invitation and design studio llc

Located just outside Philadelphia, Zorie specializes in unique custom stationery for social occasions and corporate branding. Our own story is driven by what inspires us. Born from a love for all things paper, pattern and pretty, our passion is to craft beautiful messages that capture every client's dream and style. We use the finest materials, printing methods and intricate detail to create and assemble every piece of stationery.

The sky's the limit; we can design anything your heart desires! Whether it's a perfect invitation suite, announcement, logo or brand, or even a holiday card, we promise to provide you with a one-of-a-kind design that makes a lasting impression. With years of experience, we are dedicated to designing stationery, personal and brand identity for any occasion. Our love for creating visual stories and impeccable custom designs will leave a smile on your face!

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you're *engaged!*

Congrats! Take a deep breath and know that everything will work out beautifully.
We will help you enjoy this part of the planning. Your day will be magical!

timeline when to start and when to mail

• Save the Dates

Design process should begin 8+ months before your wedding date.

Mail 6–8 months before your wedding date.

If you are having a destination wedding or are marrying in a popular location

during peak season, Zorie recommends sending out Save the Dates a year

in advance to allow guests time to secure rooms and make travel arrangements.

• Invitations

Design process should begin 6+ months before your wedding date.

Mail 6–8 weeks before your wedding if you have sent out a Save the Date,

and 8–10 weeks if you have not. If you have many international addresses,

Zorie recommends that you mail invitations 10+ weeks before your wedding date.

• Accessories

You should begin conceptualizing the design for all your complementing

wedding stationery accessories once you approve your invitation design.

Choose a complete accessories package, or a la carte:

- Events Guide
- Programs
- Escort Cards and Place Cards
- Table Numbers
- Menus
- Favor Tags
- Welcome Basket Tags
- Cocktail Napkins
- Rehearsal Dinner Invitations
- Thank You Note Cards
- And much more

Zorie recommends that clients finalize and approve these details when invitations are mailed

to allow enough time for design, production and delivery before your wedding date.

it's all in the details...we will design exclusively for you

Just a few steps to stationery heaven...

The invitation design process begins with an initial complimentary consultation via phone, email or in person. Consultations generally last between one and two hours. If you are in or near Philadelphia, meeting you in person is always best, but a phone or video chat is great too.

This is your love story, so the most important part of the process is getting to know you. Our goal is to learn about you, your unique relationship and your wedding vision. We start our invitations from scratch to make sure everything is custom designed to be a perfect fit for your event.

Like your wedding day, the invitation design reflects who you are and what inspires you.

Your wedding invitation generates excitement and sets the tone for your entire event. Your invitation and the complementing stationery accessories will tell your wedding story. Share everything with us! Photos of your wedding dress, swatches of your bridesmaid dresses, flowers, cake, table linens, wedding location/venue, color choices, sketches or images from your event designer and/or florist and descriptions of your likes and dislikes, all help inspire our invitation design. Zorie especially loves to know the story of how you and your fiancé met and the interests and hobbies you share as a couple.

It is important that your entire Wedding Suite express your personal taste, individuality, and reflect the style as well as the formality of your wedding celebration.

getting started — *design process*

Showcasing the details of your design throughout your event creates a cohesive atmosphere. Impress your guests and tell your story in a complete Zorie Wedding Suite, which includes:

- Save the Dates
- Invitations
- Monograms
- Custom Stamps
- Custom Wax Seals
- Events Guide
- Programs
- Escort Cards and Place Cards
- Table Numbers
- Menus
- Favor Tags
- Welcome Basket Tags
- Cocktail Napkins
- Rehearsal Dinner Invitations
- Thank You Note Cards
- And much more

During your consultation, we also want to know what stationery items you will be ordering and quantities. (We can make recommendations based on your guest list.)

Each Zorie design is as unique as the client it was created for, and as exciting as the event it announces. After your initial consultation, Zorie carefully chooses different printing techniques, exquisite papers from around the world, lettering styles, artwork, textiles and stamps. All of these elements are then meticulously hand assembled to create your exclusive designs.

Elegant, romantic, vintage, fun, modern, exotic, playful, casual, glamorous, sophisticated, bohemian, eclectic, adventurous, classic, formal or traditional — your exclusive Zorie design is the perfect reflection of your individuality and your event.

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getting started — *design process*

Please come to the consultation prepared with the following information:

1)   Items in the Wedding Suite you would like to order:
Save the Date, Invitation, Programs, Menus, etc.

2)   Quantity estimates. The general rule of thumb is one set per couple
plus 25 extra. The exception to this is your program and dinner menu,
which are one per guest plus 25 extra. (The cost to reprint later far
exceeds the cost to order the additional 25 with the initial print run.)

3)   Invitation wording, wedding date, host names, location and address,
reply date, return address, etc. Zorie can provide sample wording to get
you started and guide you through this process.

4)   Your contact information (email, phone, shipping and return addresses).

5)   Your wedding stationery budget (roughly 10 percent of your
overall wedding budget).

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invitation pricing

At Zorie, we pride ourselves on creating custom invitations that are the perfect complement to your wedding. When designing your unique invitation, we take into consideration every element about your wedding, as well as your personal story of union. Therefore, pricing is also unique.

Based on the complexity of your design, as well as printing costs, LETTERPRESS designs begin at $2,000 for 100 invitation sets (including invitation, outer envelope, reply card and reply envelope). You will receive an estimate after your initial design consultation.

Although most Zorie wedding invitation designs are LETTERPRESS, we also offer FLAT PRINTING as a more affordable option.

your propsosal and contract

Approximately two weeks after your initial consultation, Zorie will deliver a contract and proposal based on your invitation concept that details the materials, colors, printing processes, delivery dates and pricing. We welcome your comments and will happily make changes to this proposal, if necessary. To initiate the design stage of your exclusive Wedding Invitation Suite, you must sign the contract and return it to Zorie with a $500 non-refundable deposit. (This fee will be applied toward your final balance.) Before printing and production begin, you must provide final written approval of the design proofs and pay the balance IN FULL by personal check, money order or credit card.

cancellation *agreeement*

If you should cancel this agreement at any point, any charges incurred up to then are your
responsibility to pay. This includes a cancellation fee, design fees and restocking charges.
If you should cancel the agreement after printing begins, Zorie will retain the full amount
of the contract. Rescheduling of the event for any reason, including an Act of Nature
and an act or order by any public authority, can affect design and print deadlines
(additional charges for work completed may apply).

the importance of proofing, formatting and typography

Please — carefully — proof your design files every step of the design process. Once you give written
approval of your final design, Zorie is not responsible for formatting and /or typographical errors on
the final product. All errors, including spelling, grammar, punctuation, layout, format and typestyle, are
the full responsibility of the client, without exception. If you choose to reprint due to errors of any kind,
you are responsible for 100 percent of the reprint, reproduction and labor costs.

designing your *invitations*

Once we have received your signed contract and deposit, the design process will begin!
During this time, Zorie will be in regular contact with you about wording and any other design ideas.

The complete design process depends on the intricacy of your design and the size of your order.
Expect delivery of your invitations to take about four to six months, but we can accommodate
most schedules. Rush orders can be accommodated at an additional cost.

designing your *invitations*

Zorie will email the first draft of your design to you in a color PDF. We present two to three invitation designs for review, including outlines and description of colors, paper and printing process. Upon choosing your design, you will have the opportunity to make any edits or design changes. You may send your comments via email or a conference call. Our preference is to confirm all changes via email, which reduces the opportunity for revision errors.

Once we have incorporated your changes, we will email you a second PDF to approve or edit. If further revisions are needed, we will send a final draft for your approval.

At this time, you must "sign off" the final draft by faxing or scanning your approval to Zorie with your signature on each page of the design. Any changes beyond the two complimentary editing rounds will cost $50 each.

When we receive your final design approval via email or fax, the final balance must be paid to initiate printing and production of your design.

The time it takes to complete your design — from final sign off to delivery — will depend upon the quantity of your order and the complexity of your design.

calligraphy

Etiquette dictates that wedding invitation addresses be hand-lettered. At Zorie, we feel that nothing can replace the beauty, warmth and elegance of calligraphy on your invitation envelopes and accessories. From first glimpse of their names hand lettered on an envelope, your guests know that you have taken care of every detail.

Zorie commissions artists all over the country who are experts in hand-lettering envelopes and accessories. We will help you choose the artist who will coordinate best with your overall wedding style, stationery and font choices.

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postage and *mailing*

Your postage choice can dramatically impact the aesthetics of your envelope. Zorie will recommend postage designs to best complement your invitations with color, theme and appropriate artwork, for both your outer and response envelopes. Boxed invitations and envelopes that are more than ¼ inch thick must be hand sorted. Thick card stock or multiple cards can quickly push the weight of your invitation over one ounce. Square envelopes can't be scanned and bar-coded by the postal machines. All of these design sizes require additional postage.

To determine the accurate cost of postage for mailing your invitation, take one fully assembled invitation to the post office and have it weighed with all enclosures and appropriate RSVP postage. Zorie advises to have your invitation weighed at the post office where you will be mailing your invitation as postal machines are often calibrated differently.

Zorie is available to stuff, seal, and stamp your invitations at an additional cost.
We DO NOT mail your invitations.

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we look forward to getting to know you
and start your invitation design
contact us at info@zorie.com

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